

Total Tourism Impacts															
Wisconsin and Counties - Alphabetical 2019															
	Direct Visitor Spending			Total Business Sales			Employment			Total Labor Income			State and Local Taxes		
	Millions		%	Millions		%	Total		%	Millions		%	Millions		%
County	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
Wisconsin	\$13,318.6	\$13,667.8	2.62%	\$21,571.6	\$22,223.4	3.02%	199,073	202,217	1.58%	\$5,675.3	\$5,902.1	4.00%	\$1,581.6	\$1,610.0	1.79%
Adams County	\$218.6	\$213.4	-2.34%	\$278.4	\$275.5	-1.05%	2,186	2,205	0.89%	\$50.0	\$51.2	2.52%	\$24.0	\$23.6	-1.84%
Ashland County	\$36.0	\$37.5	4.33%	\$55.8	\$58.0	4.08%	564	578	2.62%	\$13.7	\$14.8	7.79%	\$4.6	\$4.7	3.68%
Barron County	\$104.5	\$105.6	0.99%	\$158.2	\$161.2	1.89%	1,474	1,459	-1.04%	\$36.7	\$37.3	1.59%	\$11.5	\$11.4	-0.63%
Bayfield County	\$53.8	\$54.0	0.28%	\$71.2	\$72.0	1.10%	631	644	1.99%	\$12.0	\$12.6	4.44%	\$6.5	\$6.5	0.12%
Brown County	\$696.5	\$717.9	3.07%	\$1,154.8	\$1,193.0	3.31%	12,131	12,350	1.81%	\$476.5	\$494.5	3.77%	\$98.3	\$100.5	2.19%
Buffalo County	\$12.7	\$12.9	1.58%	\$21.7	\$22.2	2.41%	200	204	2.08%	\$4.4	\$4.6	5.87%	\$1.4	\$1.4	1.54%
Burnett County	\$25.5	\$25.9	1.51%	\$38.3	\$39.1	2.21%	373	376	0.83%	\$7.4	\$7.7	4.05%	\$3.2	\$3.2	0.19%
Calumet County	\$32.4	\$33.2	2.53%	\$63.3	\$65.2	3.04%	686	703	2.51%	\$15.9	\$16.7	4.90%	\$4.2	\$4.3	1.93%
Chippewa County	\$99.5	\$101.8	2.26%	\$157.4	\$161.7	2.76%	1,488	1,500	0.82%	\$37.2	\$38.8	4.43%	\$10.8	\$11.0	1.20%
Clark County	\$30.8	\$32.4	5.48%	\$54.4	\$57.0	4.65%	352	362	2.67%	\$7.0	\$7.2	2.35%	\$3.1	\$3.2	4.55%
Columbia County	\$139.7	\$138.1	-1.18%	\$203.2	\$203.8	0.32%	1,948	1,930	-0.96%	\$44.0	\$44.7	1.59%	\$17.0	\$16.8	-1.57%
Crawford County	\$42.7	\$42.8	0.31%	\$64.0	\$64.9	1.42%	668	661	-1.09%	\$12.4	\$12.8	3.46%	\$5.4	\$5.3	-1.09%
Dane County	\$1,311.1	\$1,361.2	3.82%	\$2,239.1	\$2,323.4	3.77%	22,208	22,600	1.77%	\$687.0	\$721.7	5.05%	\$167.7	\$172.1	2.67%
Dodge County	\$82.8	\$84.0	1.51%	\$159.2	\$163.3	2.53%	1,527	1,525	-0.09%	\$35.2	\$35.9	1.79%	\$9.8	\$9.8	0.37%
Door County	\$366.6	\$374.4	2.13%	\$469.0	\$480.6	2.47%	3,237	3,255	0.55%	\$82.4	\$85.2	3.44%	\$38.8	\$39.2	1.16%
Douglas County	\$103.2	\$106.4	3.03%	\$149.5	\$154.3	3.21%	1,324	1,377	4.00%	\$29.7	\$31.3	5.26%	\$11.5	\$11.8	2.95%
Dunn County	\$52.8	\$53.3	0.90%	\$91.1	\$93.0	2.04%	881	892	1.21%	\$19.6	\$20.3	3.39%	\$6.5	\$6.5	0.51%
Eau Claire County	\$255.8	\$259.0	1.24%	\$409.5	\$418.4	2.15%	4,613	4,619	0.13%	\$112.0	\$115.9	3.54%	\$32.3	\$32.5	0.59%
Florence County	\$5.4	\$5.2	-3.99%	\$8.3	\$8.2	-1.34%	95	92	-2.98%	\$1.6	\$1.6	-3.44%	\$0.6	\$0.6	-4.34%
Fond du Lac County	\$149.6	\$148.8	-0.56%	\$256.1	\$259.1	1.19%	2,716	2,735	0.67%	\$66.0	\$68.4	3.58%	\$18.5	\$18.5	-0.30%
Forest County	\$14.2	\$14.4	0.72%	\$21.6	\$22.0	1.70%	223	226	1.37%	\$3.2	\$3.5	8.12%	\$1.8	\$1.8	0.66%
Grant County	\$55.3	\$55.1	-0.34%	\$96.1	\$97.3	1.33%	956	977	2.19%	\$23.8	\$24.5	3.11%	\$6.3	\$6.4	0.80%
Green County	\$46.4	\$46.2	-0.37%	\$79.9	\$80.9	1.30%	803	808	0.68%	\$20.0	\$20.3	1.75%	\$5.4	\$5.4	-0.20%
Green Lake County	\$42.8	\$36.2	-15.40%	\$64.6	\$58.8	-8.96%	758	711	-6.17%	\$17.8	\$14.6	-18.25%	\$5.9	\$5.1	-12.95%
Iowa County	\$37.2	\$37.7	1.31%	\$59.5	\$60.7	2.17%	427	426	-0.18%	\$11.8	\$12.1	2.61%	\$3.5	\$3.5	0.22%
Iron County	\$20.8	\$21.4	2.49%	\$29.1	\$30.0	2.82%	247	254	2.79%	\$4.9	\$5.1	4.40%	\$2.4	\$2.5	2.09%
Jackson County	\$37.8	\$35.0	-7.58%	\$58.3	\$56.2	-3.65%	551	525	-4.76%	\$10.5	\$10.5	-0.09%	\$4.5	\$4.2	-6.57%
Jefferson County	\$103.1	\$105.0	1.80%	\$180.4	\$185.0	2.58%	1,741	1,761	1.14%	\$44.4	\$45.4	2.14%	\$11.9	\$12.0	1.18%
Juneau County	\$70.9	\$71.4	0.66%	\$101.6	\$103.2	1.56%	777	763	-1.77%	\$15.2	\$15.5	2.15%	\$7.5	\$7.4	-0.66%
Kenosha County	\$227.8	\$239.7	5.23%	\$373.9	\$391.1	4.60%	3,368	3,482	3.39%	\$89.7	\$94.9	5.76%	\$24.6	\$25.6	4.10%

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County	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
Kewaunee County	\$23.5	\$24.5	4.23%	\$40.1	\$41.7	3.98%	356	366	2.85%	\$5.9	\$6.1	3.27%	\$2.7	\$2.8	3.06%
La Crosse County	\$279.0	\$281.4	0.87%	\$448.9	\$457.5	1.92%	4,493	4,534	0.91%	\$115.0	\$117.4	2.09%	\$34.9	\$35.1	0.51%
Lafayette County	\$14.7	\$14.6	-0.88%	\$25.0	\$25.2	0.95%	247	243	-1.70%	\$3.8	\$3.8	1.25%	\$1.8	\$1.8	-1.78%
Langlade County	\$47.8	\$48.8	2.09%	\$71.4	\$73.2	2.60%	480	479	-0.20%	\$11.2	\$11.8	4.63%	\$4.5	\$4.5	0.60%
Lincoln County	\$59.3	\$60.6	2.13%	\$93.4	\$95.9	2.68%	735	738	0.52%	\$16.8	\$17.3	2.93%	\$6.0	\$6.1	0.78%
Manitowoc County	\$111.5	\$114.7	2.89%	\$197.8	\$204.2	3.22%	1,956	1,954	-0.07%	\$48.2	\$50.7	5.17%	\$14.2	\$14.4	1.22%
Marathon County	\$244.6	\$258.0	5.49%	\$433.1	\$453.4	4.69%	4,144	4,242	2.37%	\$109.9	\$114.3	4.01%	\$30.3	\$31.5	3.89%
Marinette County	\$159.7	\$163.3	2.31%	\$228.0	\$234.2	2.72%	1,578	1,622	2.77%	\$33.5	\$35.2	5.11%	\$15.4	\$15.8	2.10%
Marquette County	\$23.0	\$23.1	0.28%	\$35.2	\$35.7	1.43%	298	297	-0.07%	\$5.1	\$5.2	0.93%	\$2.7	\$2.7	-0.52%
Menominee County	\$2.8	\$2.9	2.25%	\$5.3	\$5.4	2.87%	49	49	-0.69%	\$0.7	\$0.7	1.75%	\$0.4	\$0.4	0.00%
Milwaukee County	\$2,105.4	\$2,192.9	4.16%	\$3,733.2	\$3,880.8	3.95%	32,733	33,461	2.22%	\$1,199.1	\$1,253.6	4.54%	\$252.2	\$260.3	3.23%
Monroe County	\$85.5	\$85.7	0.27%	\$133.8	\$135.8	1.49%	1,169	1,160	-0.75%	\$27.8	\$28.2	1.50%	\$10.0	\$10.0	-0.58%
Oconto County	\$89.3	\$93.2	4.37%	\$126.0	\$131.2	4.14%	888	896	0.90%	\$16.1	\$16.8	4.48%	\$8.5	\$8.7	2.67%
Oneida County	\$237.4	\$241.1	1.57%	\$315.6	\$322.1	2.09%	2,236	2,254	0.82%	\$54.5	\$56.3	3.29%	\$22.8	\$22.9	0.77%
Outagamie County	\$362.6	\$375.2	3.49%	\$636.5	\$659.3	3.57%	6,532	6,611	1.22%	\$175.8	\$182.2	3.65%	\$44.4	\$45.3	2.11%
Ozaukee County	\$106.3	\$110.5	3.90%	\$210.8	\$218.8	3.78%	2,115	2,169	2.55%	\$61.7	\$64.5	4.50%	\$12.9	\$13.3	3.10%
Pepin County	\$8.3	\$8.9	7.11%	\$13.5	\$14.2	5.75%	121	127	5.29%	\$2.3	\$2.5	6.12%	\$0.9	\$1.0	6.17%
Pierce County	\$29.7	\$30.8	3.56%	\$55.5	\$57.5	3.56%	448	464	3.55%	\$10.2	\$10.6	3.14%	\$3.4	\$3.5	3.16%
Polk County	\$91.7	\$95.4	3.96%	\$138.2	\$143.5	3.84%	1,138	1,172	2.97%	\$24.2	\$25.4	4.75%	\$9.5	\$9.7	2.57%
Portage County	\$135.4	\$137.5	1.56%	\$237.2	\$243.0	2.46%	2,280	2,310	1.31%	\$51.8	\$52.5	1.35%	\$16.9	\$17.1	1.00%
Price County	\$19.7	\$20.1	1.99%	\$33.8	\$34.7	2.68%	316	320	1.27%	\$6.1	\$6.2	2.35%	\$2.5	\$2.5	1.22%
Racine County	\$249.9	\$260.6	4.28%	\$459.7	\$478.1	3.99%	4,091	4,188	2.36%	\$119.0	\$123.7	3.97%	\$27.9	\$28.7	3.10%
Richland County	\$22.5	\$22.1	-1.93%	\$37.1	\$37.2	0.25%	334	339	1.45%	\$7.1	\$7.2	0.97%	\$2.5	\$2.5	-0.84%
Rock County	\$251.2	\$263.6	4.92%	\$411.9	\$430.1	4.41%	4,219	4,343	2.94%	\$103.0	\$109.0	5.85%	\$30.0	\$31.1	3.86%
Rusk County	\$27.6	\$27.2	-1.44%	\$41.9	\$42.0	0.29%	411	411	-0.01%	\$8.5	\$8.1	-4.20%	\$3.2	\$3.2	-2.02%
St. Croix County	\$117.8	\$119.6	1.60%	\$193.0	\$197.6	2.39%	2,037	2,073	1.79%	\$48.5	\$50.2	3.50%	\$14.6	\$14.8	1.05%
Sauk County	\$1,133.1	\$1,145.2	1.07%	\$1,436.7	\$1,460.0	1.63%	11,330	11,542	1.87%	\$247.5	\$257.9	4.18%	\$127.4	\$128.7	1.07%
Sawyer County	\$92.2	\$92.0	-0.29%	\$123.8	\$124.6	0.72%	1,002	993	-0.87%	\$23.6	\$24.4	3.68%	\$10.4	\$10.3	-0.99%
Shawano County	\$68.5	\$68.9	0.60%	\$103.8	\$105.4	1.62%	936	938	0.25%	\$20.8	\$21.8	4.70%	\$7.6	\$7.6	-0.19%
Sheboygan County	\$239.8	\$243.3	1.46%	\$400.7	\$410.1	2.35%	3,633	3,685	1.43%	\$90.3	\$92.7	2.67%	\$30.0	\$30.2	0.71%
Taylor County	\$29.7	\$30.7	3.31%	\$49.1	\$50.8	3.44%	362	365	0.74%	\$7.6	\$7.7	1.71%	\$3.0	\$3.0	1.31%

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County	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change	2018	2019	Change
Dodge County	\$26.9	\$27.9	3.83%	\$54.0	\$56.0	3.74%	388	389	0.24%	\$8.4	\$8.4	-0.42%	\$2.9	\$3.0	1.70%
Douglas County	\$40.1	\$41.6	3.68%	\$62.8	\$65.0	3.64%	531	543	2.22%	\$11.8	\$12.1	2.18%	\$4.3	\$4.4	2.23%
Grant County	\$232.6	\$241.3	3.72%	\$298.8	\$309.9	3.71%	2,043	2,081	1.83%	\$47.0	\$48.2	2.66%	\$23.3	\$23.9	2.33%
Jefferson County	\$569.0	\$584.5	2.73%	\$762.3	\$784.9	2.96%	7,123	7,252	1.81%	\$194.6	\$204.1	4.84%	\$68.2	\$69.4	1.85%
Lincoln County	\$30.5	\$30.8	0.83%	\$46.2	\$47.1	1.78%	524	527	0.51%	\$11.7	\$11.8	1.31%	\$3.7	\$3.7	-0.67%
Manitowish County	\$126.7	\$131.6	3.91%	\$253.7	\$263.3	3.78%	2,446	2,484	1.54%	\$64.6	\$66.9	3.65%	\$15.1	\$15.5	2.35%
Marathon County	\$824.0	\$847.9	2.90%	\$1,518.2	\$1,567.8	3.27%	14,879	15,124	1.65%	\$441.5	\$458.9	3.95%	\$97.9	\$99.7	1.86%
Menomonie County	\$97.1	\$99.1	2.05%	\$151.8	\$155.8	2.62%	1,301	1,331	2.30%	\$25.3	\$26.2	3.63%	\$11.0	\$11.1	1.72%
Oneida County	\$74.9	\$75.6	0.93%	\$103.4	\$105.1	1.67%	895	902	0.88%	\$15.4	\$15.8	2.98%	\$8.3	\$8.3	0.21%
Outagamie County	\$254.2	\$261.2	2.75%	\$492.8	\$508.6	3.21%	4,884	4,945	1.25%	\$141.2	\$146.2	3.56%	\$31.5	\$32.1	1.80%
Winnebago County	\$96.6	\$100.2	3.67%	\$190.1	\$197.1	3.64%	2,239	2,292	2.38%	\$66.2	\$70.0	5.80%	\$12.0	\$12.4	3.12%